



# INTEGRATE & AMPLIFY

Our New Campaign, What's in It for You, and How You Can Help

Tourism Advisory Council Meeting  
February 5, 2013

# INTERNET: Deliverables

- Create [stepoutofbounds.com](http://stepoutofbounds.com) microsite
- Leverage user-generated content
- Integrate campaign into [visitmt.com](http://visitmt.com)

# INTERNET:

## MONTANA

*Step out of bounds*

In Yellowstone National Park, the natural world takes center stage.

Between roaring geysers, massive bison herds, colorful hot pools and stumbling elk calves, three Yellowstone travelers share their favorite Montana moments...

GLACIER | YELLOWSTONE | HIGH PLAINS



Cruise the park's iconic highlights and stay in historic lodging with a front door view of natural wonders.

NATURE. JUST OFF THE ROAD



Hike trails alongside roaring earth and abundant wildlife, pitch a tent under twinkling stars.

INCREDIBLE LANDSCAPES



Backpack through one of the largest intact ecosystems in the northern hemisphere.

RAW. REAL BACKCOUNTRY

# INTERNET:

## MONTANA

GLACIER | YELLOWSTONE | HIGH PLAINS

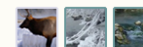
### *step out of bounds*

In Yellowstone National Park, the natural world takes center stage.

Between roaring geysers, massive bison herds, colorful hot pools and stumbling elk calves, Yellowstone immerses visitors into an otherworldly setting.



The spa at Mammoth Hot Springs...for elk. (Humans, try the Boiling River or Chico Hot Springs, both just down the road.)



### You almost can't believe you're still on Earth.



"We had an idea that Yellowstone's geysers were some sort of 'natural fountain' but actually describing the raw geologic experience of being there is almost impossible. You're close to nature in a way my husband and I have never experienced...molten earth is literally bubbling up around you, beautiful rainbow colored pools are everywhere, and yes, water is blasting from the ground. It's like being on another planet, or on Earth 10,000 years ago."

—Heather M.

[LEARN MORE ABOUT YELLOWSTONE](#)

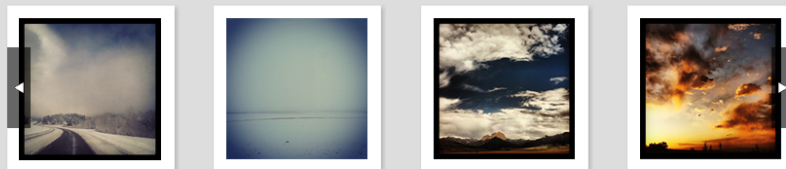
### Heather's can't miss places...

- The Boiling River, one of the few places within the park where you can hop in a hot spring
- A stay at one of the area's historic hotels
- A drive up the Paradise Valley, winding up in the art-town of Livingston

[SAVE THIS TRIP TO A BUCKET LIST](#)

### #Yellowstone moments from other Montana travelers.

[Share your #MontanaMoment](#)



# INTERNET: Opportunities

- Source existing user generated content
- Encourage Visitor Participation/Engagement

# SOCIAL: Approach

- Create and implement a social media campaign strategy that will capture more repeat visitation and push repeat visitors to less traveled areas
- Foster relationships through MTOT's social media channels to develop curated content and social ambassadors/influencers
- Shape the Montana experience through letting individuals dream, plan, experience and share their "MontanaMoment" through MTOT's social channels
- Integration and engagement of the social campaign on all touch points
- Create a landing page to host all curated content

# The Hashtag

## *#Montanamoment*

- Why it works
  - When you Step Out of Bounds in Montana, you are experiencing a **MOMENT**
  - The word **MOMENT** is a feeling, a state of mind, a space in time, a memory
  - #MontanaMoment = tense neutral and easily used in a sentence
    - Step Out of Bounds: Tag your favorite #MontanaMoment on Twitter or Instagram and your photo could be used in our next ad campaign.

# Curated Content Repository

- Button will point users visiting VisitMT to curated content from fellow travelers
- Repository will:
  - Be an inspirational showcase of those Step Out of Bounds moments shared via social channels; Allows for a deeper dive back to source of content (e.g. Tweet hosted on Twitter) for authenticity
  - Home base for copy/content around future sweepstakes
  - INTERNAL: Be a source for consumer marketing content for future campaigns



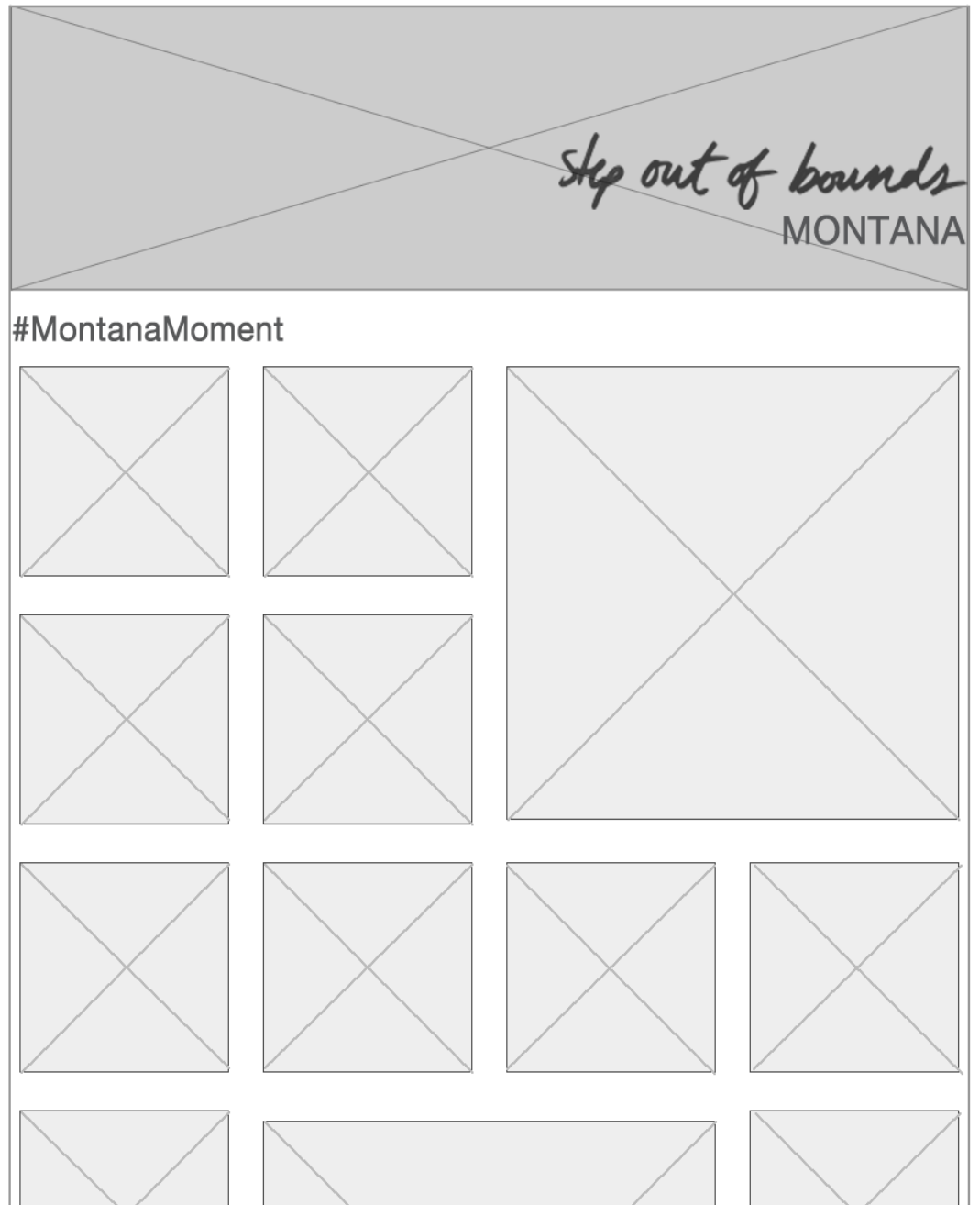
# SOCIAL: Deliverables

- The hashtag: #MontanaMoment
- Curated content repository
- Contest of user generated content for future advertising campaign
- Stronger engagement on MTOT social channels

# SOCIAL: Opportunities

- Montana enthusiasts/Brand advocates = Fans into visitors
- Social Media users (potential new audience)
- INTERNAL: Consumer Marketing, Regions, CVBs
  - Real travel stories, real people
  - Share content from MTOT
- What do we want the audience to do?
  - On the site: Interact with content
  - Off the site: use the #hashtag in social channels
  - Internal: Curate Content

# SOCIAL:



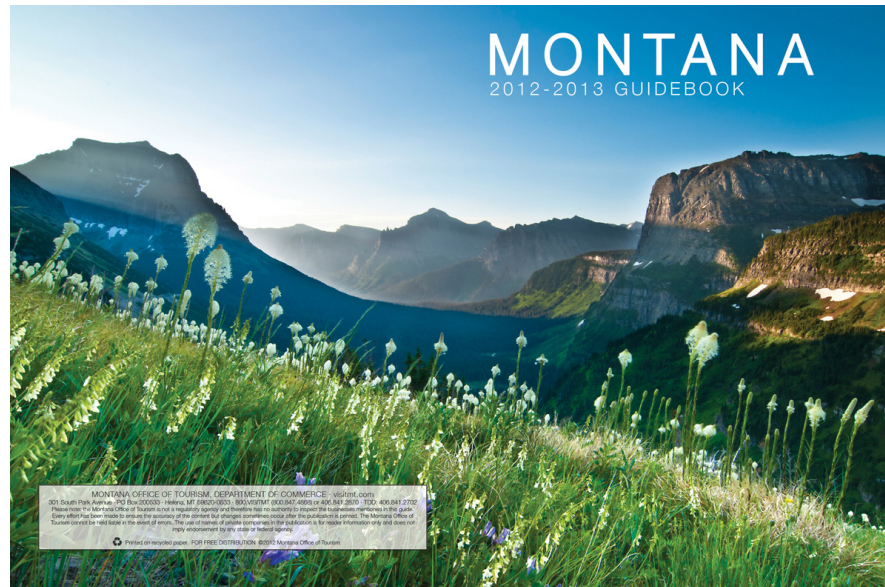
# PUBLICATIONS: Deliverables

- 2013-2014 Montana Guidebook—Step Out of Bounds design elements and imagery.
- Future publications may include publishing travelers' Step Out of Bounds photos and experiences as sidebars to trip itineraries in the Guidebook. Create a photo essay of 'once-in-a-lifetime Montana moments' in the magazine.

# CHALLENGES:

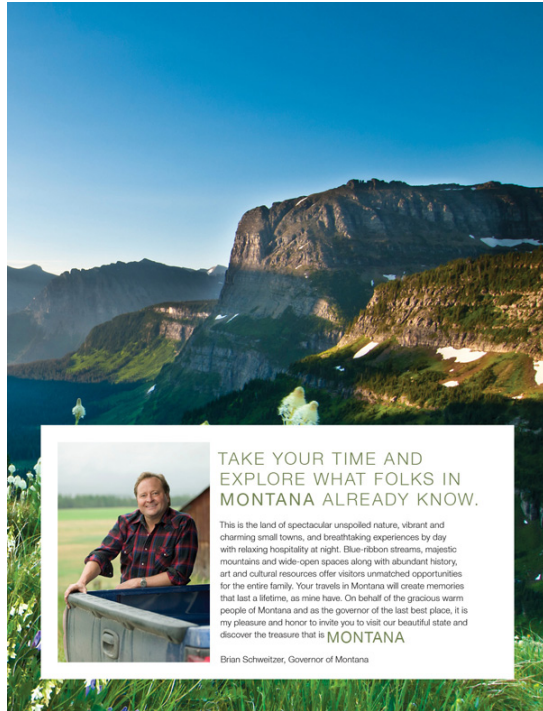
- Short timeline before being on press
- Budget was planned with no major layout changes scheduled
- Step Out of Bounds design elements not fully developed
- Finding imagery that captures that once-in-a-lifetime moment

2012

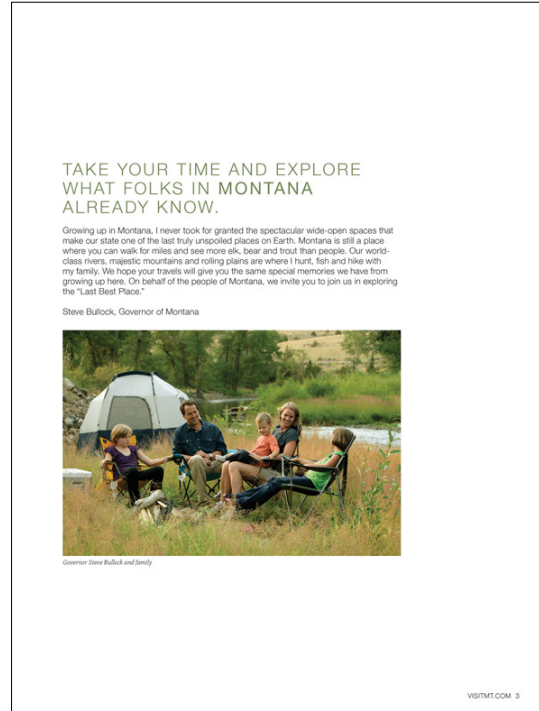


2013





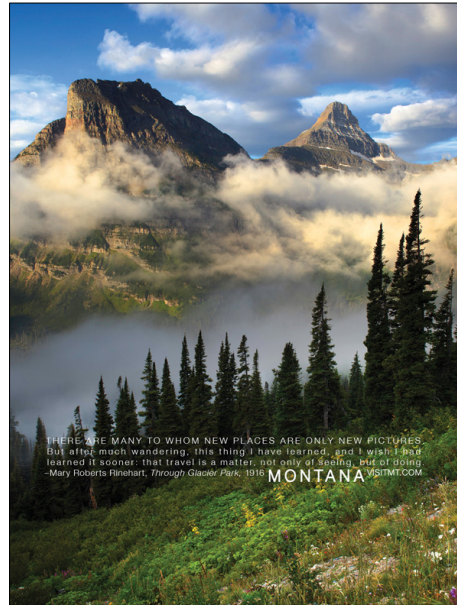
2012



2013



2012



THERE ARE MANY TO WHOM NEW PLACES ARE ONLY NEW PICTURES. BUT AFTER MUCH WANDERING, THIS THING I HAVE LEARNED, AND I WISH I HAD LEARNED IT SOONER: THAT TRAVEL IS A MATTER, NOT ONLY OF SEEING, BUT OF USING.  
—Mary Roberts Finehart, *Through Glacier Park*, 1918

MONTANA VISITMONT.COM

## WELCOME TO MONTANA

With more than 34 million acres of land and less than a million residents, Montana boasts more scenic views and wildlife than people. Glacier National Park, with its soaring peaks, and Yellowstone National Park, with its sizzling geothermal wonders, draw visitors from all over the world. But Montana's renowned beauty stretches across the state, rewarding those who venture off the beaten path. Paddle the White Cliffs of the Wild and Scenic Missouri River, tour the vast prairie lands of the C.M. Russell National Wildlife Refuge and gaze into the dizzying rock formations of the Bighorn Canyon National Recreation Area to see what we mean. That is, if you aren't already distracted by the state's 24 mountain ranges, acres of national forest and vast wilderness preserves.

But back to those less than a million Montanans. Montana's residents can be found in a handful of small, unexpectedly cultural cities and in the down-home, homegrown gas-station and grain-elevator towns sprinkled in between. With them, you'll find a true sense of hospitality, scrumptious places to eat and ample reasons to raise a glass. People here eagerly share their own version of the good life, whether it's casting a line into the Madison River, peering into petroglyph-painted caves, carving through deep powder or biting into a Butte party. In fact, you'll find the definition of the good life varies quite a bit in the space from the Gore-Tex clad recreation outpost of Whitefish to the rough-riding cowboy town of Miles City.



Left: Glacier National Park, Jones Sengs. Above: A scenic view of Glacier National Park from the summit of Whitefish Mountain Resort, Craig Moore

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2013



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Left: Hiking on a scenic trail near Lake Louise in Glacier National Park, Bob Walker. Above: A view of Whitefish Mountain Resort, David Ogden

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# 2012



Big Horn National Monument, Montana. Photo: G. O.

That's why it makes sense to break up your journey to the big state of Montana into regions, and come back often. (That, and the whole 94-million-acre thing.) Each region offers its own blend of spectacular scenery, intriguing history, and recreation galore, as well as its own unique quirks and specialties, too. Northwest Montana's Glacier Country (p. 24) presents the Montana most first-time visitors tend to picture, with superlative Crown of the Continent panoramas and a laid-back cultural scene. Over at the opposite side of the state, southeast Montana's Custer Country (p. 78) spins tales of modern-day cowboy life to way-back when under its big skies. In north-central Montana's Russell County (p. 46), residents preserve a past from dinosaur days, and in northwest Montana's Missouri



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River Country (p. 68), civilization melts away into endless untaken prairie. Mining roots pride is a hallmark of southwest Montana's Gold West Country's storied mountain ranges (p. 36), while south-central Montana's Yellowstone Country's (p. 56) namesake attraction vies with a host of other outdoor destinations.

If choosing from six regions seems tricky, try picking from Montana's four seasons. Summertime festivals, wildflower-hike, and rock-climbing excursions compete with yellow-aspen autumns full of fly fishing, hunting and squeezing in a last backpacking trip. Come winter, ski trails, cross-country trails, frozen lakes, snowmobile trails and neighborhood inns and outdoor types scrambling for their polar fleece...until it all melts into spring, with promises of big whitewater for kayakers, spring hikes for anglers and invigorating hikes for the underfoot. It makes the choice a little easier, though, knowing that some things are a given year-round: historic hotels, captivating museums, home cafes and mineral hot springs, to name a few.

Really, though, it doesn't matter if you've come in the deep of winter to ski the Rockies or in the height of summer to cast into Fort Peck Reservoir—Montana guarantees you'll go home with stories to tell. So whatever or whenever your bliss, this guide will help you find the best (and some of the best-hidden) ways to find it—with plenty of side adventures. Welcome to Montana.



Miners' Hot Springs, Yellowstone National Park, Adam Jones

## MONTANA



- Size: 147,128 square miles (4th largest in U.S.)
- Became the 41st state on November 8, 1889
- Population: 980,415
- State Name: From the Latin word *montanensis*, which means "mountainous"
- State Bird: Western Meadowlark
- State Flower: Bitterroot
- State Tree: Ponderosa Pine
- National Parks: Two (Yellowstone and Glacier)
- Montana is home to the world's shortest river—the Roe River in Great Falls.
- The highest point in Montana is Granite Peak at 12,799 feet, located in the Beartooth Range.
- Temperate zones, found at Red Rock Lake National Wildlife Refuge, are the largest waterfowl in North America, tipping the scales at 26 pounds. They mate for life and live up to 30 years.
- 13,000 to 22,000 ft make Yellowstone National Park state winter home. Heavy snow confine them to the lower elevations in the north of the park, so grab your camera.
- No wonder playing the Beartooth Highway takes until late spring—in winter 2011, parts of the highway were hunkered with up to 25 feet of snow.
- Was Flathead Lake home to its own Loch Ness monster? Perhaps it was until 1905, when a 7.5-foot, 185-pound sturgeon was caught. Don't believe us? It's on display at the Helen-Elmer Historical Museum.
- Feeling a warm winter breeze? The weather phenomenon known as a "Chinook" can warm a winter day 50 degrees in several minutes and melt a foot of snow in a day. Loma, Montana, saw the biggest 24-hour temperature change on record, when a Chinook melted the Beartooth from 34 degrees below zero to 49 degrees above zero on January 15, 1972.
- The Continental Divide runs along the crests of the Rocky Mountains right through Montana. Much of the water that flows to the west of the nation comes from the mountains of Montana.

For more Montana facts visit [visitmont.com/facts](http://visitmont.com/facts).

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# 2013



Upper Missouri River Breaks National Monument, Craig (Big Horn) National Monument, G. O.

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Black bear cub, David H. Jones

## MONTANA

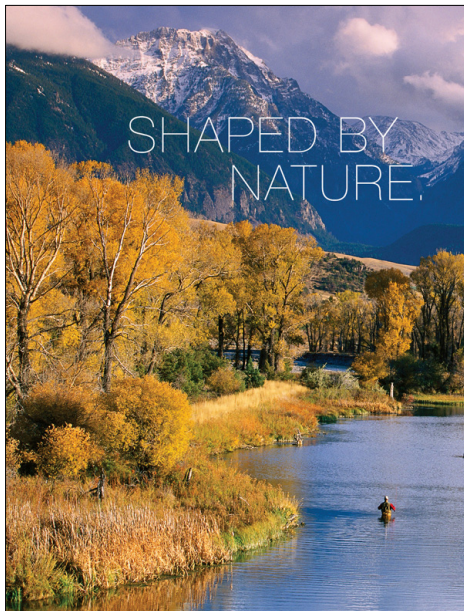


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## AN INTERVIEW WITH FLY FISHING GUIDE JENNY GROSSENBACHER

Jenny Grossenbacher guides fly fishers, writes books and raises children in Bozeman, Montana. She's been a dancer, a backpacking guide and a grizzly bear researcher. She's surveyed songbirds in the wild Galtzin Flange south of her home. The woman knows her way around. Recently, she sat down with veteran Montana journalist Scott McMillon to talk about her life in the land of wild bears and wild rivers.



**Scott McMillon:** You've rowed your boat on a lot of fantastic rivers. You even guided Oprah Winfrey for her TV show. What do you consider your home water?

**Jenny Grossenbacher:** I love the Yellowstone River, and I'd fish it every day if I could. We work about 125 miles of it, so we're always discovering something new. Since the river alters itself with the flows and the seasons, if you don't fish a certain stretch for a few days, things change by the time you get back to it, and you get to explore it all over again.

**SM:** It's a wild river, no doubt about that, and it carries a lot of snowmelt every year. And we've resisted the temptation to tame it with dams.

**JG:** Amen. I love the wildness of that river. And every spring, after the peak runoff, I get excited to see what's changed. In 15 years of guiding, I've seen forests turn, disappear and whole new channels created. That's part of the magic, all that power and dynamism. It's always an adventure.

**SM:** Speaking of power and dynamism, tell me about your work with grizzly bears.

**JG:** I worked in Glacier National Park and in Yellowstone, doing backcountry observations to figure out what grizzlies are eating and when. In Glacier, we documented them eating army cutworm moths—as many as 20,000 a day, every moth

with a gram of fat in it, the type of food the bears need to get them through the winter. They'd roll over big rocks and the moths would just swim. They'd eat them down and shovel them in.

**SM:** That had to be fascinating. But was there a take-home lesson in that work?

**JG:** In a way, wild grizzlies and wild rivers are a lot alike. They're so much bigger than you, and not just in size. They both command so much respect and make you pay attention.

**SM:** How come you're still living in Montana?

**JG:** I grew up in Texas, and in college I joined Up With People, a performing group that toured nine countries and 25 states. When we came to Montana, I just fell in love with it. When I met my husband, Brian, he got me started fly fishing. So we came to Montana 20 years ago and we made this life here: fishing, writing, photography, family. Being on the water every day feeds you in a way that most other jobs can't.

**SM:** Do you try to help your clients enjoy it as much as you do?

**JG:** You just get them in the boat and let them be themselves, share Montana's rivers with them. Sometimes I leave them and tell them to go looking at the scenery and watch their fly get ready to set the hook. I get to spend time with people who are on vacation, who are happy to be here and are in awe of where I live and what I get to do every day. They always keep it fresh for me, remind me that where I live is a pretty amazing place.

View more Montana stories, including Jenny's, at [visitmt.com/montana-stories](http://visitmt.com/montana-stories).

### YELLOWSTONE NATIONAL PARK

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  - 3,472 square miles (2,231,766 acres), larger than Rhode Island and Delaware combined
  - Access from West Yellowstone, Gardiner or Cooke City
  - Approximately 10,000 thermal features
  - Over 300 geysers
  - Home to 67 species of mammals including grizzlies and bison
  - 350 miles of backcountry trails
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Left: On the Spring Creek near Livingston, Bozeman, Montana. Above: Jenny and a Montana brown trout. Jenny Grossenbacher

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# 2012



Bison in Yellowstone National Park, Dawn Jensen

## YELLOWSTONE AREA SUMMER ITINERARY SUGGESTIONS

There aren't enough pages in this guidebook to list all of the adventures you could track down around Yellowstone National Park, but we do have a few ideas to get you started. For even more options, visit the following links:

[www.visitmt.com/yell](http://www.visitmt.com/yell)  
[www.visitmt.com/yell](http://www.visitmt.com/yell)

### ONE DAY

- Take a quick, quintessential tour of Yellowstone National Park.
- Head into the park from West Yellowstone or Gardiner and drive the classic loop to Old Faithful, Lake, Canyon and Norris Geyser Basin.
- Witness an iconic Yellowstone sight: an Old Faithful eruption.
- Cruise the wildlife-bitten Lamar Valley and set up your telephoto lens for bison, antelope and the occasional wolf. Wind up in Silver

Gate and Cooke City in time for dinner and cabin accommodations. In Bozeman's hip downtown, adding the Museum of the Rockies and the Emerson Center for Arts and Culture, too. Or forget culture altogether and immerse yourself in nature instead on one of the area's innumerable trails.

- Wander around arty cowboy town Livingston, stopping by the Livingston Depot Center and the Livingston Center for Art and Culture.

- Witness the sobering sight of Quake Lake, where a 1959 earthquake triggered a massive landslide of about 80 million tons of rock.

- Drive the exceptionally scenic Beartooth All-American Road.
- Whitewater raft on the Gallatin or Yellowstone Rivers.
- Cast a line into pristine rivers, lakes and streams.

- Hit Big Sky to mountain bike, hike or ride a zipline.

- Spend the day soaking at Chico Hot Springs, dining on organic fare,

scoping out Old Chico and cozying up in the historic lodgings.

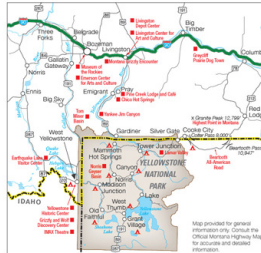
### THREE DAYS

- Begin in Bozeman, with breakfast at one of the many local cafes. That should give you fuel to tackle one of the area's trails—for an easy hike, money up Pearl's Hill, for a quasi-burner, do up to the highest point in the Bridgers by hiking Sacajawea Peak. Spend the afternoon gallery hopping and window shopping downtown, then take in a play, opera or concert in the evening. On day two, head over to Livingston, stopping at the Montana Grizzly Encounter on route and check out the galleries afterwards. Continue south for a pretty sunset drive through the Paradise Valley and an evening soak and stay at Chico Hot Springs or a down-home resort and cabin stay at Pine Creek Lodge and Cafe. On your last day, check out the Petrified Forest at Tom Miner Basin, cast into the Yellowstone River, organize a whitewater trip or do a little bouldering at Yankee Jim Canyon before retracing your steps back through Livingston to Bozeman.

- Launch a Yellowstone adventure from West Yellowstone, looping up to the Norris Geyser Basin, down to the

Fountain Paint Pots, past Lone Star Geyser and out to Grant Village for the night. The next day, wake up to a boat tour on Yellowstone Lake, then

spend the afternoon looking for wildlife in the Hayden Valley and camping out at Canyon Village. Spend the next day marveling at the Grand Canyon



### FIVE DAYS

- Wake up to a big breakfast in Galatin Gateway, then head south into the scenic Galatin Canyon. En route, stop for hiking, fishing, whitewater rafting and rock climbing before winding up in Big Sky in time for dinner and a brewery stop. Spend day two in Big Sky, where you can rent boats, ride scenic chairlifts, play on ziplines, golf and hit the spa. Get on early on day three to head down to West Yellowstone, prepping for your park excursion at the Yellowstone Historic Center, Innes Theatre and Grizzly and Wolf Discovery Center. Spend day four and five exploring the park, ending at the Boiling River to cap off the trip with a soak.

- Push pause on your real life for five days, backpacking through the greater Yellowstone area and into Yellowstone National Park, or any of the national forests. Backcountry permits are required in some areas, so check with ranger stations or visitor information centers for details.

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# 2013



Bison in Yellowstone National Park, Dawn Jensen

## YELLOWSTONE AREA SUMMER ITINERARY SUGGESTIONS

There aren't enough pages in this guidebook to list all of the adventures you could track down around Yellowstone National Park, but we do have a few ideas to get you started. For even more options, visit the following links:

[www.visitmt.com/yell](http://www.visitmt.com/yell)  
[www.visitmt.com/yell](http://www.visitmt.com/yell)

### ONE DAY

- Take a quick, quintessential tour of Yellowstone National Park.
- Head into the park from West Yellowstone or Gardiner and drive the classic loop to Old Faithful, Lake, Canyon and Norris Geyser Basin.
- Witness an iconic Yellowstone sight: an Old Faithful eruption.
- Cruise the wildlife-bitten Lamar Valley and set up your telephoto lens for bison, antelope and the occasional wolf. Wind up in Silver Gate and Cooke City in time for dinner and cabin accommodations.

Spend a day strolling (and eating) in Bozeman's hip downtown, adding the Museum of the Rockies and the Emerson Center for Arts and Culture, too. Or forget culture altogether and immerse yourself in nature instead on one of the area's innumerable trails.

- Wander around arty cowboy town Livingston, stopping by the Livingston Depot Center and the Livingston Center for Art and Culture.

- Witness the sobering sight of Quake Lake, where a 1959 earthquake triggered a massive landslide of about 80 million tons of rock.

- Drive the exceptionally scenic Beartooth All-American Road.
- Whitewater raft on the Gallatin or Yellowstone Rivers.
- Cast a line into pristine rivers, lakes and streams.

- Hit Big Sky to mountain bike, hike or ride a zipline.

- Spend the day soaking at Chico Hot Springs, dining on organic fare,

### THREE DAYS

- Begin in Bozeman, with breakfast at one of the many local cafes. That should give you fuel to tackle one of the area's trails—for an easy hike, money up Pearl's Hill, for a quasi-burner, do up to the highest point in the Bridgers by hiking Sacajawea Peak. Spend the afternoon gallery hopping and window shopping downtown, then take in a play, opera or concert in the evening. On day two, head over to Livingston, stopping at the Montana Grizzly Encounter on route and check out the galleries afterwards. Continue south for a pretty sunset drive through the Paradise Valley and an evening soak and stay at Chico Hot Springs or a down-home resort and cabin stay at Pine Creek Lodge and Cafe. On your last day, check out the Petrified Forest at Tom Miner Basin, cast into the Yellowstone River, organize a whitewater trip or do a little bouldering at Yankee Jim Canyon before retracing your steps back through Livingston to Bozeman.

- Launch a Yellowstone adventure from West Yellowstone, looping up to the Norris Geyser Basin, down to the Fountain Paint Pots, past Lone Star Geyser and out to Grant Village for the night. The next day, wake up to a

boat tour on Yellowstone Lake, then spend the afternoon looking for wildlife in the Hayden Valley and camping out at Canyon Village. Spend the next day marveling at the Grand Canyon

of the Yellowstone and its waterfalls before looping out through Cooke City or Gardiner, or back through West Yellowstone.



### FIVE DAYS

- Wake up to a big breakfast in Galatin Gateway, then head south into the scenic Galatin Canyon. En route, stop for hiking, fishing, whitewater rafting and rock climbing before winding up in Big Sky in time for dinner and a brewery stop. Spend day two in Big Sky, where you can rent boats, ride scenic chairlifts, play on ziplines, golf and hit the spa. Get on early on day three to head down to West Yellowstone, prepping for your park excursion at the Yellowstone Historic Center, Innes Theatre and Grizzly and Wolf Discovery Center. Spend days four and five exploring the park, ending at the Boiling River to cap off the trip with a soak.

- Push pause on your real life for five days, backpacking through the greater Yellowstone area and into Yellowstone National Park, or any of the national forests. Backcountry permits are required in some areas, so check with ranger stations or visitor information centers for details.

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## GLACIER COUNTRY

NORTHWEST MONTANA • [www.glaciermt.com](http://www.glaciermt.com) • 800.338.5072

Glacier Country is the Montana that people who have never been to Montana tend to envision—woody, with alpine lakes and towering mountain panoramas; wild, with bison, beaver and huckleberries galore. Glacier National Park, the quintessential postcard snap, does nothing to dispel this notion, while areas like the Slesley-Sloan, the Bitterroot Valley and the National Bison Range in Missoula only bolster the region's majestic reputation.

There's no shortage of ways to soak up all this grandeur, either. For starters, you'll see plenty just through your car windows, or, to shake the distraction of driving, the viewing car of Antel's Empire Builder line. For a little recreation with your scenery, raft trips, horseback trail rides, bike paths, snowmobile trips, cross-country outings and downhill skis days all guarantee views and wildlife sightings. You can even put a few major dents in your bucket list here—tracking untouched powder on a backcountry snowcat adventure or gazing at high-altitude panoramas from a hot air balloon.

While your overworked camera recharges, hit Missoula, where gourmet eateries, farmers markets and chocolatiers mingle with cowboy bars and hunting supply stores. Or roll into Bigfork for gourmet cuisine, art galleries and golf. Whether you snowmobile or skinny-ski, eat sushi or bison burgers, savor microbrews or local wines, Glacier Country tends to feel like the Montana you've always imagined: often homegrown, occasionally cosmopolitan and always beautiful.

### AT A GLANCE



- *Clearing the snow-laden Going-to-the-Sun Road in Glacier National Park is a serious effort: snowplows must battle the "Big Chute," up to 58 feet deep.*
- *While many of the roadways are closed, Glacier National Park is open year-round. Experience the park's most untrammeled season on tracing its, cross-country bike and snowshoes.*
- *Every horse in A Carousel for Missoula in Carus Park is hand-carved, and each horse has its own backstory.*
- *The Bitterroot Valley is named for the Intermont flower found there, the roots of which were once a staple food for Flathead Indians. Now, it's Montana's official state flower.*
- *Kootenai Falls, near Libby, is one of the largest free-flowing waterfalls in the northwestern U.S.*
- *The town of Hungry Horse was named for two logging horses, Tim and Jerry, who wandered off in 1900—and lived to be found a month later, hungry for alive.*

For more information visit [glaciermt.com](http://glaciermt.com) or call 800.338.5072.



Left: Mountain goats, Glacier National Park, Nelson Koser. Above: Boulder (open to 10,000 feet), Glacier National Park, Tony Payne.

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While your overworked camera recharges, hit Missoula, where eateries serving up locally sourced products, farmer's markets and chocolatiers mingle with cowboy bars and hunting supply stores. Or roll into Bigfork for gourmet cuisine, art galleries and golf. Whether you snowmobile or skinny-ski, eat sushi or bison burgers, savor microbrews or local wines, Glacier Country tends to feel like the Montana you've always imagined: often homegrown, occasionally cosmopolitan and always beautiful.



Left: Mountain goats, Glacier National Park, Nelson Koser. Above: Mountain goats, Glacier National Park, Rick Sherman/Alfred Blue Productions, Inc.

### AT A GLANCE

- *Clearing the snow-laden Going-to-the-Sun Road in Glacier National Park is a serious effort: snowplows must battle the "Big Chute," snowplows from 50 to 80 feet deep.*
- *Every horse in A Carousel for Missoula in Carus Park is hand-carved, and each horse has its own backstory.*
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# PUBLICATIONS: Opportunities

- 2014-2015 Montana Guidebook—Regional and CVB directors, tourism partners submit Step Out of Bounds content and photos generated via direct mail/letters, emails, tweets and social media posts.
- Solicit once-in-a-lifetime moments travelers have encountered while in Montana with the understanding their submissions may get selected for MTOT marketing.

# PUBLICITY: Deliverables

- Individual/group press trips
- e-Blasts
- Pitching & Hosting
- Photography
- Press clips
- Internal blogging
- Maintenance/development of pressroom content

# PUBLICITY: Opportunities

- Alert us to new and interesting “gems” in your area
- Provide logistical and financial assistance for hosting media
- Provide content for internal blogging, pressroom, e-blasts

# VIC'S: Deliverables

- Deliverable 1: create posters of the campaign ads for display in the state supported Visitor Information Centers
- Deliverable 2: update the 2013 rest area kiosk information sheets content and regional name changes



# VIC'S: Opportunities

- Regions provide provide information and updates for the kiosk sheets

# INTERNATIONAL: Deliverables

- Crowd sourced video of international visitors speaking in their language about Montana for the website
- Translated Montana guidebooks for the international trade and consumer

# INTERNATIONAL: Opportunities

- Video's can be filmed at international events such as the Mega Fam and RMI Round Up when taking place in Montana; the area(s) hosting these events can assist with content, distributing finished product, integrating the campaign theme
- Content for guidebook is revised from the Montana Guidebook; regions and CVB's can assist in distribution and spreading the word.

# DELIVERABLES & OPPORTUNITIES

- stepoutofbounds.com microsite
  - User-generated content
  - Campaign promotion on visitmt.com
  - #MontanaMoment
  - Curated content repository for #MontanaMoment content
  - Contest of user generated content for future advertising campaign
  - Stronger engagement on MTOT social channels
  - 2013-2014 Montana Guidebook
  - Individual/group press trips
  - e-Blasts
  - Pitching & Hosting media
  - Photography
  - Press clips
  - Internal blogging
  - Maintenance/development of pressroom content
  - Posters of the campaign creative
  - Rest area kiosk information
  - Crowd-sourced video of international visitors speaking in their language
  - Translated Montana guidebooks for the international markets
- Source and share existing user generated content
  - Encourage Visitor Participation/Engagement
  - Solicit once-in-a-lifetime moments travelers have encountered while in Montana with the understanding their submissions may get selected for MTOT marketing
  - Alert us to new and interesting “gems” in your area
  - Receive logistical and financial assistance for hosting media
  - Provide content for internal blogging, pressroom, e-blasts
  - Regions provide information and updates for the kiosk sheets
  - Videos at international events such as the Mega Fam and RMI Round Up taking place in Montana; the area(s) hosting these events can assist with content, distributing finished product, integrating the campaign theme
  - Assist in distribution and spreading the word of new domestic and international collateral



# QUESTIONS

- What is most interesting/useful for your destination marketing efforts?
- How can you use it?
- How can MTOT help?



THANK YOU.